## WHAT IS CLAIMED IS:

## 1. A compound having the following general formula (I):

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in which the radicals R, which may be identical or different, are each a radical of formula (II):

$$\begin{array}{c|c}
\hline CH & CH & R_1 \\
R_4 & R_5 & R_3
\end{array}$$
(II)

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in which R<sub>1</sub> and R<sub>2</sub>, which may be identical or different, are each a linear or branched C<sub>1</sub>-C<sub>8</sub> alkyl radical, with the proviso that R<sub>1</sub> and R<sub>2</sub> can together form a C<sub>5</sub>-C<sub>8</sub> ring member, optionally substituted with 1, 2 or 3 linear or branched C<sub>1</sub>-C<sub>4</sub> alkyl radical(s); R<sub>3</sub>, R<sub>4</sub> and R<sub>5</sub>, which may be identical or different, are each a hydrogen atom or a linear or branched C<sub>1</sub>-C<sub>4</sub> alkyl radical; n is 0 or 1; and m is

0 or 1; with the provisos that:

- (i) when n = 1 and  $R_4$  is hydrogen, then m is equal to 0, and
- (ii) when  $R_1$  and  $R_2$  together form a  $C_5$ - $C_8$  ring member, then the sum  $\underline{n} + \underline{m}$  is other than 2.

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- 2. A compound as defined by Claim 1, wherein formula (I):
  - (a)  $\underline{\mathbf{n}} = \underline{\mathbf{m}} = \mathbf{0}$  and
- (b) R<sub>1</sub>, R<sub>2</sub> and R<sub>3</sub> are each a C<sub>1</sub>-C<sub>4</sub> alkyl radical or R<sub>3</sub> is hydrogen and
   R<sub>1</sub> and R<sub>2</sub> together form a C<sub>5</sub>-C<sub>8</sub> ring member optionally substituted with one or
   two C<sub>1</sub>-C<sub>4</sub> alkyl radicals.
  - 3. A compound as defined by Claim 1, wherein formula (I):
  - (a)  $\underline{n}=1$  and R<sub>4</sub> is a C<sub>1</sub>-C<sub>4</sub> alkyl radical or  $\underline{m}=1$  and R<sub>5</sub> is a C<sub>1</sub>-C<sub>4</sub> alkyl radical, and
- 15 (b) R<sub>1</sub> and R<sub>2</sub> are each a C<sub>1</sub>-C<sub>4</sub> alkyl radical.
  - 4. A compound as defined by Claim 1, selected from among those of the following formulae:

5. A topically applicable cosmetic/dermatological photoprotective composition, comprising an effective UV-photoprotecting amount of at least one compound as defined by Claim 1, formulated into a topically applicable, cosmetically/dermatologically acceptable medium or support therefor.

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- 6. The cosmetic/dermatological composition as defined by Claim 5, said at least one compound of formula (I) comprising from 0.01% to 20% by weight relative to the total weight thereof.
- 10 7. The cosmetic/dermatological composition as defined by Claim 5, said at least one compound of formula (I) comprising from 0.1% to 10% by weight relative to the total weight thereof.
  - 8. The cosmetic/dermatological composition as defined by Claim 5,
- 15 formulated as an oil-in-water or water-in-oil emulsion.
  - 9. The cosmetic/dermatological composition as defined by Claim 5, further comprising at least one additional UV-A-active and/or UV-B-active organic or mineral screening agents.

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10. The cosmetic/dermatological composition as defined by Claim 9, further comprising at least one additional organic screening agent selected from among the anthranilates; cinnamic derivatives; dibenzoylmethane derivatives; salicylic derivatives; camphor derivatives; triazine derivatives other than those according to the invention; benzophenone derivatives;  $\beta$ , $\beta$ -diphenylacrylate derivatives; benzotriazole derivatives; benzalmalonate derivatives other than those according to the invention; benzimidazole derivatives; imidazolines; bis-benzoazolyl derivatives; p-aminobenzoic acid (PABA) derivatives;

methylenebis(hydroxyphenylbenzotriazole) derivatives; benzoxazole derivatives; screening polymers and screening silicones; dimers derived from  $\alpha$ -alkylstyrene; 4,4-diarylbutadienes, and mixtures thereof.

5 11. The cosmetic/dermatological composition as defined by Claim 10, said at least one additional organic screening agent being selected from among:

Ethylhexyl salicylate,

Ethylhexyl methoxycinnamate,

Butyl methoxydibenzoylmethane,

10 Octocrylene,

Phenylbenzimidazolesulfonic acid,

Benzophenone-3,

Benzophenone-4,

Benzophenone-5,

- 15 n-Hexyl 2-(4-diethylamino-2-hydroxybenzoyl)benzoate,
  - 4-Methylbenzylidenecamphor,

Terephthalylidenedicamphorsulfonic acid,

Disodium phenyldibenzimidazoletetrasulfonate,

2,4,6-Tris(diisobutyl 4'-aminobenzalmalonate)-s-triazine,

20 Anisotriazine,

Ethylhexyltriazone,

Diethylhexylbutamidotriazone,

Methylenebis(benzotriazolyl)tetramethylbutylphenol,

Drometrizole trisiloxane,

- 25 Polysilicone-15
  - 1,1-Dicarboxy(2,2'-dimethylpropyl)-4,4-diphenylbutadiene,
  - 2,4-Bis[5-1(dimethylpropyl)benzoxazol-2-yl(4-phenyl)imino]-6-(2-ethylhexyl)imino-1,3,5-triazine,

and mixtures thereof.

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- 12. The cosmetic/dermatological composition as defined by Claim 9, further comprising at least one additional mineral screening agent which comprises coated or uncoated metal oxide pigments or nanopigments.
- 13. The cosmetic/dermatological composition as defined by Claim 12, further comprising pigments or nanopigments selected from among titanium oxide, zinc oxide, iron oxide, zirconium oxide and cerium oxide, and mixtures thereof, whether coated or uncoated.
- 14. The cosmetic/dermatological composition as defined by Claim 5, further comprising at least one agent for artificially tanning and/or browning the skin.
- 15 15. The cosmetic/dermatological composition as defined by Claim 5, further comprising at least one adjuvant selected from among fatty substances, organic solvents, ionic or nonionic thickeners, softeners, humectants, antioxidants, moisturizers, desquamating agents, free-radical scavengers, antipollution agents, antibacterial agents, anti-inflammatory agents, depigmenting agents,
- 20 propigmenting agents, opacifiers, stabilizers, emollients, silicones, antifoams, insect repellents, fragrances, preservatives, anionic, cationic, nonionic, zwitterionic or amphoteric surfactants, substance P antagonists, substance CGRP antagonists, fillers, pigments, colorants, polymers, propellants, acidifying or basifying agents.

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16. The cosmetic/dermatological composition as defined by Claim 5, formulated as a nonionic vesicular dispersion, a cream, a milk, a gel, a creamgel, a suspension, a dispersion, an oil, a powder, a solid, a mousse or a spray.

17. The cosmetic/dermatological composition as defined by Claim 5, formulated as a makeup for the eyelashes, the eyebrows, the nails or the skin and in solid or pasty, anhydrous or aqueous form, or in the form of an emulsion, a suspension or a dispersion.

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- 18. The cosmetic/dermatological composition as defined by Claim 5, formulated for protecting the hair against ultraviolet rays and in the form of a shampoo, a lotion, a gel, an emulsion or a nonionic vesicular dispersion.
- 10 19. A method for photoprotecting a keratinous substrate against the damaging effects of UV-radiation, comprising topically applying thereon a thus effective amount of the cosmetic/dermatological composition as defined by Claim 5.
- 20. A method for controlling the variation in skin color caused by UV radiation, comprising topically applying thereon a thus effective amount of the cosmetic/dermatological composition as defined by Claim 5.
  - 21. The method as defined by Claim 20, said keratinous substrate comprising the skin, lips, scalp and/or hair.

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22. A synthetic polymer or glass containing a photostabilizing amount of at least one compound as defined by Claim 1.